



**Gray For Mayor
Campaign
Second Half**

Ward Action Goals

PRECINCT TARGETING

HI-SWEEP PRECINCTS	69	GRAY VOTES	72% +	41,196
LO-SWEEP PRECINCTS	23	GRAY VOTES	60% +	10,796
I.D. PRECINCTS	51	GRAY VOTES	32% +	17,203
TOTAL PRECINCTS	143	GRAY VOTES		69,185
		FENTY VOTES		54,700

Gray Vote Goals

By Ward



TOTAL 69,194

WARD MANAGEMENT

- **Full Sweep Actions – Wards 5, 7 and 8**
 - Universal canvass
 - Follow-up robo calls with “sweep” messaging
 - Universal final candidate call
- **Major Opportunity Actions – Wards 1, 4 and 6**
 - Canvass supported by ID and persuasion phoning
 - Follow-up and candidate call targeted to Gray, leaning and persuadable voters.
- **Individual Voter Actions – Wards 2 and 3**
 - Identification canvass
 - Follow up Gray messaging and candidate call to Gray, leaning and persuadable voters.

Level One: FULL SWEEP

- **WARD FIVE**
- **WARD SEVEN**
- **WARD EIGHT**

WARD FIVE ACTION PLAN

GRAY/VASSING

Registered Voters	46,218
Projected Sept. 14 Turn-out	17,919
Hi-Sweep Precincts	18
Lo-Sweep Precincts	0
ID Targeted Precincts	0
Volunteer Hours Per Week	514
Volunteer Goal	129
Prospects Required	258
GRAY Vote Goal	12,909

WARD SEVEN ACTION PLAN

Registered Voters	46,653
Projected Sept. 14 Turn-out	16,573
Hi-Sweep Precincts	24
Lo-Sweep Precincts	0
ID Targeted Precincts	0
Volunteer Hours Per Week	507
Volunteer Goal	127
Prospects Required	254
GRAY Vote Goal	11,933

WARD EIGHT ACTION PLAN

Registered Voters	37,602
Projected Sept. 14 Turn-out	10,916
Hi-Sweep Precincts	16
Lo-Sweep Precincts	0
ID Targeted Precincts	0
Volunteer Hours Per Week	418
Volunteer Goal	104
Prospects Required	208
GRAY Vote Goal	7,859

Level Two: MAJOR OPPORTUNITY

- **WARD ONE**
- **WARD FOUR**
- **WARD SIX**

WARD ONE ACTION PLAN

EARTHWORKS INC		
Registered Voters		36,484
Projected Sept. 14 Turn-out		12,582
Hi-Sweep Precincts		1
Lo-Sweep Precincts		6
ID Targeted Precincts		9
Volunteer Hours Per Week		188
Volunteer Goal		47
Prospects Required		94
GRAY Vote Goal		6,038

WARD FOUR ACTION PLAN

Registered Voters	46,653
Projected Sept. 14 Turn-out	21,572
Hi-Sweep Precincts	9
Lo-Sweep Precincts	9
ID Targeted Precincts	2
Volunteer Hours Per Week	488
Volunteer Goal	122
Prospects Required	244
GRAY Vote Goal	13,342

WARD SIX ACTION PLAN

WARD SIX		
	Registered Voters	39,160
	Projected Sept. 14 Turn-out	14,575
	Hi-Sweep Precincts	1
	Lo-Sweep Precincts	7
	ID Targeted Precincts	10
	Volunteer Hours Per Week	302
	Volunteer Goal	76
	Prospects Required	157
	GRAY Vote Goal	7,389

Level Three: INDIVIDUAL VOTERS

- **WARD TWO**
- **WARD THREE**

WARD TWO ACTION PLAN

CANVASSING

Registered Voters	29,300
Projected Sept. 14 Turn-out	10,316
Hi-Sweep Precincts	0
Lo-Sweep Precincts	1
ID Targeted Precincts	13
Volunteer Hours Per Week	145
Volunteer Goal	36
Prospects Required	72
GRAY Vote Goal	3,904

WARD THREE ACTION PLAN

CANVASSING

Registered Voters	34,544
Projected Sept. 14 Turn-out	18,211
Hi-Sweep Precincts	0
Lo-Sweep Precincts	0
ID Targeted Precincts	17
Volunteer Hours Per Week	144
Volunteer Goal	36
Prospects Required	72
GRAY Vote Goal	5,829

CANDIDATE ALLOCATION

By Ward

- **Meet and Greet – Tilt toward Identification Wards and Precincts.**
- **Town Hall Meetings – One in every ward – part of media drive “Taking Platform To The People.”**
- **Visibility Events – Motivational and high volume “press the flesh” – tilt toward sweep and potential high Gray turnout wards and precincts.**
- **Rallies – Key campaign tool for raising turn-out in Hi-Sweep areas.**

WARD ONE CANDIDATE GOALS

29 CANDIDATE APPEARANCES

CANDIDATE EVENTS			
Meet and Greet	July (9)	August (9)	September (5)
Rallies	July (2)	August (2)	September (1)
Town Hall Meeting	(1)		

WARD TWO CANDIDATE GOALS

2.2 CANDIDATE APPEARANCES

CANDIDATE EVENTS

Meet and Greet	July (7)	August (7)	September (4)
Rallies	July (1)	August (1)	September (1)
Town Hall Meeting	(1)		

WARD THREE CANDIDATE GOALS

CANDIDATE APPEARANCES

Meet and Greet	July (7)	August (7)	September (4)
Rallies	July (2)	August (2)	September (1)
Town Hall Meeting	(1)		

WARD FOUR CANDIDATE GOALS

47 CANDIDATE APPEARANCES

CANDIDATE EVENTS

Meet and Greet	July (9)	August (9)	September (3)
Rallies	July (10)	August (10)	September (5)
Town Hall Meeting	(1)		

WARD FIVE CANDIDATE GOALS

CANDIDATE APPEARANCES

CANDIDATE EVENTS

Meet and Greet	July (8)	August (8)	September (2)
Rallies	July (10)	August (10)	September (5)
Town Hall Meeting	1		

WARD SIX CANDIDATE GOALS

2.6 CANDIDATE APPEARANCES

CANDIDATE EVENTS

Meet and Greet	July (5)	August (5)	September (2)
Rallies	July (5)	August (5)	September (5)
Town Hall Meeting	(1)		

WARD SEVEN CANDIDATE GOALS

6/6 CANDIDATE APPEARANCES

CANDIDATE EVENTS

Meet and Greet	July (6)	August (6)	September (3)
Rallies	July (11)	August (11)	September (6)
Town Hall Meeting	(1)		

WARD EIGHT CANDIDATE GOALS

CANDIDATE APPEARANCES

Meet and Greet	July (4)	August (4)	September (3)
Rallies	July (7)	August (7)	September (3)
Town Hall Meeting	(1)		